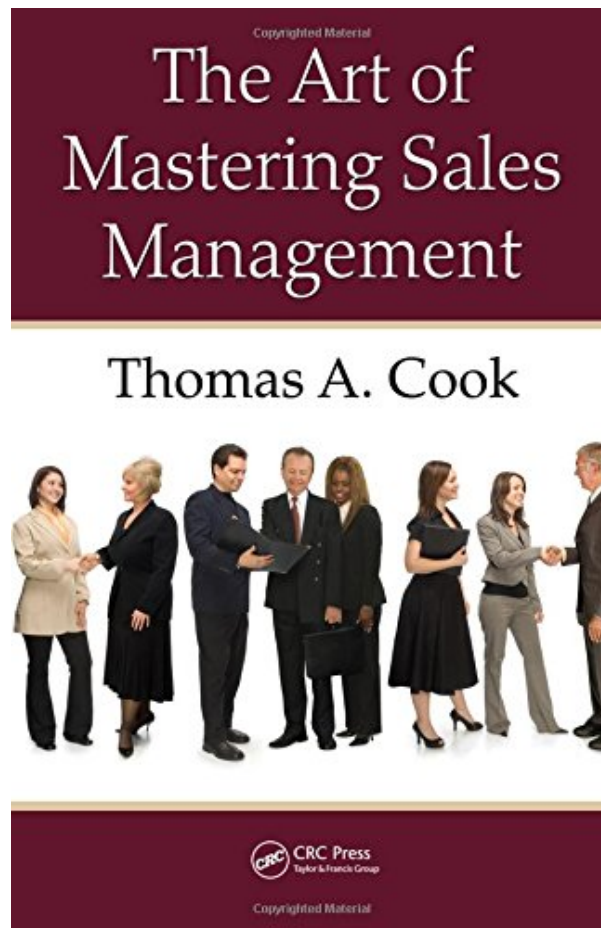


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If you believe that the answer no is but a request for more information and understand that the best closing questions are rhetorical, you understand the basic art of sales. If you can teach that art to others, you have the makings of a good sales manager. But not all good sales managers are equal; some are forward thinking enough to be good leaders as well as managers. To be a leader you have to see failures as opportunities to learn and you have to understand the best way to respond to any challenge is to anticipate it before it arrives.

In *The Art of Mastering Sales Management*, Thomas Cook shares the proven practices and principles of good salesmanship that have made him a highly successful businessman and one of the most sought-after sales trainers in the world today. Written for those managers and executives who want to elevate the performance of their entire teams in this age of globalization and minimal margins, the book provides core lessons supported with cases studies garnered during the author's 35 years of hands-on experience over a diversity of businesses. This engaging and timely volume:

- Explores the current world events that are changing the art of selling
- Provides proven strategies, techniques, and tips for higher-end sales personnel and those who manage them
- Looks at ways to provide exemplary leadership during uncertain times
- Offers a daily regimen that will turn success into the result of practiced habit

Change has become an absolute constant in the business world. That's good news for those who are prepared to respond rather than merely react. *The Art of Mastering Sales Management*, will help become a creative problem-solver. Heed its advice and turn your sales people from common employees into contributing committed stakeholders.

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Features

- Used Book in Good Condition

About the Author

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Most helpful customer reviews

0 of 0 people found the following review helpful.

Front-line or first time Sales Manager - good resource

By Amazon Customer

"The Art of Mastering Sales Management" is a good book on the subject, especially for first time sales managers. It covers everything from goal setting to time management. The books breaks down the different skills sets and functions of both salespeople and managers and then offers a methodology for each.

Mr. Cook includes some unique chapters on subjects not often explored: for example the fact that you have to manage in several directions (up, down, in and out), or in other words, with your superiors, with your direct reports, within the company and with outside entities, e.g. customers, suppliers, etc. There is also a portion of the book devoted to global sales.

The rest of the book is pretty standard stuff - but it's all there: forecasting, motivation, listening skills, running meetings, negotiation, problem solving, etc. Mr. Cook's organization is interesting and useful for people who like workbook and case-study type learning. He includes case-studies, questions, and examples so that the information gets reflected and acted upon, not just read.

There are few exceptional books on sales management. Most, like this one, cover ground that if you don't know already I can't imagine how you became a manager. If you have to be taught listening skills or negotiation you may need more time as a salesperson. That said, "The Art of Mastering Sales Management" is a good read that covers the scope of the sales manager's job. If you're new to sales management or hiring a new manager this is a good book to start with.

0 of 2 people found the following review helpful.

Especially recommended reading for anyone engaged in a commercial enterprise of any kind or category

By Midwest Book Review

The commercial world, once the province of locally owned family enterprises, is now dominated by the corporation. This is partly due to the evolving nature of commerce which is now global in orientation, partly from technological advancements in production, distribution, and communication, partly from increasingly sophisticated developments in management skills. That's why "The Art of Mastering Sales Management" by Thomas A. Cook (Adjunct Professor, World Trade Institute of Pace University, New York) is such a timely and appreciated instruction manual in which 'real-world' principles and practices of exemplary and practical salesmanship are laid out. But more than just a 'how to' guide for increasing salesmen effectiveness, "The Art Of Mastering Sales" identifies and analyzes world trends influencing what Cook so accurately describes as the 'art of selling'. Of special note is a proposed daily routine for developing and practicing effective selling habits. Articulate, insightful, practical, and offering a wealth of tips and techniques, "The Art Of Mastering Sales Management" is especially recommended reading for anyone engaged in a commercial enterprise of any kind or category.

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